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**PetQuip association organizes British pavilion
at Global Pet Expo for second year**

Following the number of valuable export sales leads received by UK pet product companies exhibiting at Global Pet Expo last year, the PetQuip association is organizing the British pavilion again in 2011. As a range of new products will be on show to world buyers, PetQuip is expecting more North America and other international buyers to be attracted to the latest British innovations.

Most of the UK pet products on show at Global Pet Expo in 2011 will be new to the US market. They include pet beds made from specialist materials, a goat's milk powder that is suitable for dogs and cats of all ages, hypo-allergenic dogs foods and treats, a range of health supplements for dogs, stain and odor removers and 100 per cent natural pet foods. The pavilion will comprise eight suppliers together with a British pet product information booth where overseas buyers can source UK suppliers and products on a free of charge basis. The PetQuip team is vastly experienced in dealing with North American and world buyers and will be manning the information booth.

The British exhibitors and their products are:

Bronte Glen.co.uk (Booth 3659) will be exhibiting a range of high quality pet beds made from specialist materials, including a new Senior Gold Pet Bed, made from 30 per cent wool that is available in mattress or cozy style and in three colors. Other Bronte Glen's products that will be on show include Merino Wool Pet Beds with brown faux suede backing that offer luxury bedding for pampered pets: a Puppy Soft Vet Bed that has been specially designed for whelping and has special drainage properties to ensure that pets stay dry and warm; a Senior Gold Pet Mat that is a heavyweight non-slip vet bed made from a blend of British wool and polyester with anti-bacterial properties; and a hardwearing Trojan Waterproof Pet Bed that is both practical and comfortable. All of the products can be custom made with customer's logo or in unique colors. Bronte Glen is seeking a company or individual capable of promoting its products in the USA.

Byotrol Technology (Booth 3653) produces brand new EPA registered super concentrate stain and odor remover for pets. Extraordinary levels of disinfection and residual performance, combined with a gentle action, make this the safe alternative for pet hygiene. Further details of this company's exhibits will be announced at a later date.

Creature Clothes Ltd (Booth 3651) will be showing its range of hand-made saddle leather dog collars and leads, dog beds, pet blankets, pillows and bandanas. New launches at the show will be Union Flag Dog Doza beds, Stars and Stripes Dog Doza beds, loose bed covers, Fur Friends blankets, Bone Baby toys, a Slip-on Bandana for dogs, the Fogle Pole Vintage Collection and Emergency Treats Pouches.

The Doza beds have removable covers for easy washing, and the inner filling is designed to retain its shape when washed. The Fur Friends blankets are super cool and available in a wide range of colors and designs for dogs, cats and kids. The new Slip-on Bandana slides onto a dog collar, providing an instant and cool look. The company's range of collars is studded with stars, hearts, bones or dogs, and is available in a wide range of colors and finishes. Creature Clothes' products are stocked by Harrods, Fenwick, and many other leading stores and dog parlors across the UK, as well as department stores in France. The company is now seeking distribution in US.

Feelwell's Healthy, Natural Dog Food & Treats (Booth 3655) will be exhibiting its healthy, natural, hypo-allergenic, functional dog food and treats, all of which are new to the US market. Feelwell's is accredited by the Ethical Company Organization, is a founder member of The Campaign for Real Pet Food and is on the PETA list of Ethical Pet Food Companies. None of its products are tested on animals, and contain no artificial colors, flavors or preservatives, or any wheat, wheat gluten, beef, egg, dairy, soya, GM ingredients, meat or animal derivatives, sugar or salt. Products include Benefits Treat Range of tasty dog treats made from Duck and Rice; Breath & Dental – with peppermint, parsley, green tea and cranberry; Skin & Coat with Omega 6 & 3; Joint & Mobility with glucosamine, chondroitin, MSM and Devils Claw; Goodnight with chamomile, skullcap and valerian which is ideal as a treat at bedtime or at times of stress; Low GI Complete Food Range of rice free, low GI, complete dry dog food. Other products are Adult Duck, Adult Venison and Puppy Duck. The company currently supplies all major wholesalers in the UK plus Pets At Home, and exports extensively throughout Europe. Feelwell's is now looking for distributors in the US and direct contact with major accounts in the US market, and is also keen to meet companies with a view to working jointly on producing new or innovative products that can be marketed in US and Europe.

LITTER KWITTER (Booth 3645) will be exhibiting a device to help people train their cats to use a human toilet. The product consists of a special white base plate (like an oversized toilet seat) plus 3 color-coded training discs. The white base plate fits on the porcelain rim of all standard toilets while the training discs fit inside the base plate to form the platform on which the cat learns to navigate the toilet. The product introduces the cat to the toilet through a simple 3-step process. Purchasers are typically those who treat their cats like family members and who recognise the hygiene benefits of having their cats use the toilet instead of a cat litter tray. The product is supplied with a step-by-step training DVD. The LITTER KWITTER® is currently distributed in the USA in Petco stores, Pet Supermarket stores, PetSmart.com, Petstores USA and a number of independents. In the UK it is distributed in all Pets at Home stores (the UK's largest pet store chain). LITTER KWITTER® is seeking new distributors and/or major retailers while at Global Pet Expo. Agents/distributors in the US include Royal Pet Supplies, Central Garden & Pet, Wilson Pet Supply and Lone Star Pet Supply.

Magnet & Steel Ltd (Booth 1977) designs and produces innovative market leading pet products that are all best sellers in category. The company's core products comprise over 500 pet related books, 300 calendars, greetings cards and flexible dog signs. A new in-depth range of flexible "My dog lives here signs" which are breed specific will be launched at the show. Magnet & Steel's customers include multi-site retailers such as Petco (USA), Pets at Home (UK), Petbarn (Australia) and Animates (New Zealand). The company is now seeking to build on that success by attracting a wider audience within the USA.

MPM Products Ltd (Booth 3649) produces Applaws cat and dog food, which is 100% natural and contains high meat content. The Applaws range includes wet food in tins and pouches and complete dry food. Another product is the Encore range of natural cat and dog food. Further details on this company's exhibits will be announced at a later date.

PetQuip (Booth 3647) is the UK-based International Trade Association of Pet Equipment Suppliers. The PetQuip team assists and promotes the development of international trade in the pet equipment sector. It is a division of The Federation of Garden and Leisure Manufacturers Ltd, the trade association that has been providing a comprehensive range of export and import services to British companies and overseas buyers in the garden and leisure sector for 50 years. PetQuip provides a catalyst for business contact between manufacturers, suppliers and international buyers, and membership is open to manufacturers and suppliers of pet equipment anywhere in the world. A free UK pet product sourcing service is available to all overseas buyers. PetQuip will be organizing the British group of exhibitors and manning the British pet care industry information booth at Global Pet Expo.

Pooch and Mutt (Booth 3661) will be showing its natural, ethical, economical, effective health supplements for dogs. One of the products is Bionic Biotic, a supplement that combines a probiotic with 16 other powerful, natural ingredients to help dogs with digestive problems such as colitis and diarrhea, as well as weight issues and skin problems. The product also helps to promote a healthy coat and the proper functioning of the immune system. Another item is Mobile Bones, which is a joint and bone supplement that combines the well-known joint care nutraceuticals such as glucosamine and omega oils, with lesser-known ones such as yucca, along with calcium, phosphorus and silicon to ensure strong, dense bone. The product differs from many other joint supplements as it also combines a bone supplement. Considering that most joint supplements are fed to elderly dogs, whose bones are also becoming weaker, it makes sense to feed a joint supplement that also helps the bones. The product is added to a dog's regular feed, and provides an effective and cost-effective alternative to expensive prescription foods and in certain cases is an alternative to expensive medications that may also have drastic side-effects. Both products are being exhibited for the first time in the US.

TopLife Formula Pet Milk (Booth 3657) will be adding a new goat's milk powder to its range of dog and cat milk products. The dried goats' milk can be reconstituted with water and is particularly beneficial for orphaned or rejected pups or kittens, or animals recovering from illness, and is also suitable for animals of all ages. Since TopLife Formula Dog milk was launched in 2004, the range of products has been developed to include products for puppies, dogs, kittens and cats and is stocked by major retailers, wholesalers and independent pet shops across the UK. Products include TopLife Formula Dog Milk constituting goats' milk with glucosamine and chondroitin for healthy joints and cartilage and green tea extract to help support the immune system; TopLife Formula Puppy Milk comprising goat's milk with vitamins C&E to boost the immune system prior to and during vaccination period; TopLife Formula Kitten Milk, which has similar ingredients to the puppy milk plus the addition of taurine for healthy eyes; and TopLife Formula Cat Milk, which is goat's milk with added taurine for healthy eyes. All TopLife Formula pet milks are long-life products and are packed in 200ml cartons for ease of use. TopLife Formula products are

also sold in other European countries, Singapore, Korea, Indonesia, Malaysia and Japan, and the company believes that there is considerable potential for this type of product in the US.

Further information on PetQuip (the International Trade Association of Pet Equipment Suppliers) is available from the association manager, Neale Hutchinson, The White House, High Street, Brasted, Kent, TN16 1JE, UK.

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PHOTO CAPTIONS

- 1. A Bronte Glen product.**
- 2. The Union Jack bed from Creature Clothes.**
- 3. Feelwell's food group**
- 4. The Litter Kwitter cat toilet system.**
- 5. The Magnet & Steel range.**
- 6. The PetQuip logo.**
- 7. Pooch & Mutt's dog's concentrates.**
- 8. TopLife goat's milk powders.**

To obtain further press information and product images contact:

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